



TH' thoughtless talker is like a blank cartridge. He makes a loud noise but never hits th' target.

When you stop to think, it's little wonder that VELVET is so good. Every bit of it has been naturally aged for two years.

Velvet Joe

Hall Theatre

Tonight

BESSIE LOVE

In

"The Heiress of Coffee Dan's"

MATINEE DAILY 3 p. m.

Georgette and Crepe de chine Blouses

\$5 to \$10

A great variety of pretty spring blouses

Made of the finest quality material, in all the new and leading shades, Tea-Rose, Chartreuse, Gold, Bisque, Maize, Mustard, White and Black. Dainty embroidery and lace trimmings. Broad collars, some embroidered fronts, others with tucks.

714 Broadway

John H. Estes D. G. Co.

Successor to Will E. Smith D. G. Co.



By the Arch

THE NEW SPRING SHOES

We have for your choosing an unusually attractive collection of Women's Fancy Footwear designed especially for the Easter Season. Each number expresses an exclusive daintiness, good taste and charm quite apart from the conventional novelty shoe.

The arrangement of lasts and patterns, height of heels and the treatment of colors and tones have been most happily blended in the creation of distinctive types. Each design can be recommended as authentically correct in style, dependable in practical value and combining in a rare degree every essential of utility and beauty.

A style to suit your individual taste and at a price you wish to pay.

See Them in Our Window.

Easter Is April 8th.

New Hosiery

Miller's

800 Broadway

SAYS SOCIAL WORK IS 3-FOLD

Miss Helen Ross Tells University Women of Opportunities in Service.

"Social service has a three-fold purpose," said Miss Helen Ross, a teacher in the Columbia High School, in a talk on "Opportunities in Social Service for Women" before University women yesterday afternoon.

"It is to relieve distress, to prevent the causes of distress and to enlarge opportunities for normal living. Besides private institutions, which are working along these three lines, the state and city governments are doing organized social work. Trained college women are needed on state charity boards, to fill executive and secretarial offices in state industrial homes and to take part in city welfare work."

Miss Ross then spoke of the settlement house, which she described as a small city under one roof. Nearly every settlement house has clubs, such as mothers' clubs, a sewing club, and a cooking club which aid in instructing the people to live intelligently, and trained women must head these clubs.

Miss Ross said that of all social service activities the one which most interested her was the research work, because employees of the research department have the satisfaction of knowing that it is upon the statistics they gather reforms will be based.

Four schools in the United States are given over to the training of men and women for social service work. They are located in New York, Boston, Chicago and St. Louis and each of them gives a degree in one year to students who have already had some college work.

The talk by Miss Ross was one of a series arranged by the A. C. A. Vocational Counseling Committee, of which Mrs. A. H. R. Fairchild is chairman. Lectures telling of the various professions now open to women have been given every Thursday for the last two months and will continue to be given until the middle of May.

SAYS JOURNALIST IS EDUCATOR

Prof. F. L. Martin Declares Preparedness Is First Demand of Work.

Preparedness is the one condition that modern journalism is demanding of those who enter the news or the editorial writing field. This is the opinion expressed last night by Prof. Frank L. Martin of the School of Journalism in the last of the faculty assembly series at the University Auditorium last night.

Professor Martin said that journalism, besides offering the best field for public service, gave proportionate financial rewards, but that to be really successful in this field the beginner should have special training, a broad education and the ability to think logically and sanely. These are the essentials for constructive leadership that newspapers demand.

"It does not suffice," said Professor Martin, "that the journalist merely accurately record those things that his audiences want to know, or that, he reflects editorially any vague public opinion that may exist among his readers. It is for him to be the leader, the educator."

"The journalist must utilize fine judgment in recording, not only what they want to know, but what they ought to know. This same fine judgment is necessary in the interpretation of those things that he records. He must lead in the developing of public opinion and not merely reflect it."

The speaker outlined the sort of preparedness he considered necessary and told of the demands of newspapers for men so equipped. The failure of the press of Japan to accomplish all that it should accomplish was cited as an example. He attributed this failure to the lack of men in the profession who were properly prepared or trained.

Here's a Horse on the Paddlers!

Students in the School of Engineering or College of Agriculture or whoever has undertaken the responsibility for the lawn of the President's house missed a good opportunity yesterday to use their paddles when a horse, frightened by the University Cadet Corps' drilling on Ninth street, bolted over the curbing and through the shrubbery into the yard, carrying the buggy and the driver after him. The driver stopped the horse on the west terrace of the lawn.

Columbia Hat Co.

All kinds of hats cleaned, blocked and retrimmed. Hats cleaned and blocked for 50c.

Let us fix up that felt hat for you. We guarantee all our work.

Shoe Shine 5c
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919 Broadway

JOHNS HOPKINS READY FOR WAR

Base Hospital Corps of 300 Is Organized by Medical School.

Johns Hopkins is at the absolute disposal of the Government in case of war, according to Dr. Frank J. Goodnow, president of the school. The laboratories and equipment, hospitals and members of the faculty are for the country's service in preparation for war, as well as when war is declared, says Doctor Goodnow.

An index of the scientific knowledge of each student and alumnus and the time and aid which he could give in case of war is being prepared. A base hospital unit of 300 members has been formed by the medical school.

Library gets Thesis of A. P. Weiss.

The thesis of A. P. Weiss, who received a Ph. D. degree here last June, on "Apparatus and Experiments on Sound Intensity" has been received from the printer by the University Library.

New Shipment
of

**Tri-Angle
Soft
Collars**

Arrived this morning
at

Sand & Blue Co.
525 E. BROADWAY

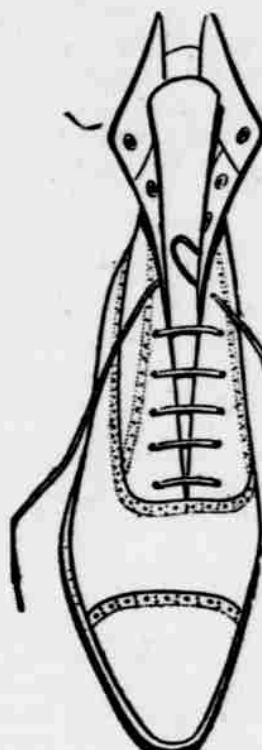
Better drop in and look
them over.

Committee to Visit Junior College.

The Junior College Examining Committee, consisting of Prof. N. M. Trenholme, Prof. Herman Schlundt and Dean J. C. Jones, will make a tour of inspection next week. They will visit Cotter College at Nevada, which is now an approved junior college. The Southwest Baptist College at Bolivar and the Marionville College at Marionville have applied for admission and will be included in the trip.

AT THE ATHENS HOTEL

C. L. Knowler, Kansas City; W. P. Noel, Moberly; Jack Kennan, Mexico; W. C. Knight, City; S. Seaman, Chicago; F. E. Morrow, Cleveland; E. H. Moore, Hannibal; Earle Lind, Moberly; H. W. Chaney, St. Louis; H. A. McCarg, Kansas City; H. F. Cousins, St. Louis; Don C. Carter, Sturgeon; H. S. Booth, Centerville; H. H. Fuller, Chicago; R. G. Rockwood, St. Louis; G. A. Ward, St. Louis; P. A. Nort, Detroit; L. C. Willis, Kansas City; J. P. Anderson, City; George C. Martindale, Cleveland; L. J. Wilson, Ohio; H. W. Walker, Kansas City; J. G. Brackley, Kansas City; E. B. McAttee, Bloomington, Ill.; C. W. Follett, Chicago; W. C. Baxter, Bartlesville, Okla.; Clarence West, New York; A. Gertser, New York; George Hookham, New York; A. Alphonsine, New York.



**Yes! Men
We have them**

Just what you have been looking for in the way of style, workmanship and beauty.

Just step in our store and take a glimpse of our wonderful spring showing of men's shoes. The last you want and the style of shoe is here.

We do repairing in the right way

**Guitar's
SHOES**

"Broadway's White Front Boot Shop"

SEE JOHN N. TAYLORS'

Display of the Latest Models of the

**Cadillac,
Chevrolet,
Dodge,
Reo**

Motor Cars at St. Pat's Automobile Show. Also full line of accessories will be on exhibition. The Automobile Show will be given in connection with the Engineer's celebration on the University Campus tomorrow night, Mar. 17.

Hetzler's Sale Tomorrow

Having bought the following extra fancy canned goods when prices were right, we are offering them at less than present wholesale prices.

Del Monte Assorted Fruits, No. 2 1-2 the dozen - **\$2.65**
Del Monte Blackberries No. 2, the dozen - **\$2.20**
Del Monte Red Raspberries, No. 2, the dozen - **\$2.65**
Del Monte Prunes, No. 2, the dozen - **\$1.75**

Blue Sea Tuna, No. 1, the doz. **\$2.90**
Blue Sea Tuna, No. 1-2 the doz. **\$1.75**
Plymouth Rock Salmon (Red) No. 1, tall, the dozen - **\$2.00**
Bargains in Jellies, Jams and Preserves. Also a limited amount of Surgar Corn, per dozen - **\$1.20**
Red Snapper Beans, No. 2, the doz. **\$1.25**

Four Phones---165

Hetzler's Market

"Where Quality and Sanitation Reign Supreme"